



HW Dairy Products and Alternatives in France

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based dairy products and alternatives continue to gain popularity in France

Organic remains the leading health and wellness claim in value terms

Weight management boosted by consumer desire to maintain a healthy weight

PROSPECTS AND OPPORTUNITIES

Penetration of high protein and low salt products should continue to rise

Lactose free products expected to gain ground in multiple categories

Keto expected to become more popular

CATEGORY DATA

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Health and Wellness in France - Industry Overview

EXECUTIVE SUMMARY

Overview

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